



## PROJET DE CRÉATION D'ACTIVITÉ

### BUSINESS CREATION PROJECT

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| Lecturers : 0.0 | TC : 0.0 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 30.0 | Language : FR

#### Objectives

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Develop one's creativity and use it to create a new business or a startup  
Develop capacities to manage a business development project  
Learn how to collect data relevant to manage the project  
Identify and organize relevant resources to manage the project  
Learn how to communicate with partners, customers or VCs

**Keywords :** Project management, innovative project conception, teamworking, communication, analysis

#### Programme

Students chose to build a project as business developer for a company or as an entrepreneur. They are asked to lead the project for the creation of an innovative activity either for a sponsoring company, or for the creation of their own start-up. The project begins with the ideation step and ends with the final pitch with the pedagogic team and the sponsoring company

#### Learning outcomes

- Develop one's creativity to create value
- Develop one's team and project management skills
- Identify and organize relevant resources to manage the project
- Develop one's communication and reporting skills

#### Independent study

**Objectifs :** Improve one's conception and innovation management skills. DIY and DIWO. Applying a transversal and global approach for innovation (desirability, feasibility and viability)

**Méthodes :** Project based learning, workshops and coaching

#### Core texts

#### Assessment

Project based evaluation : teamwork attendance, oral presentations and report.